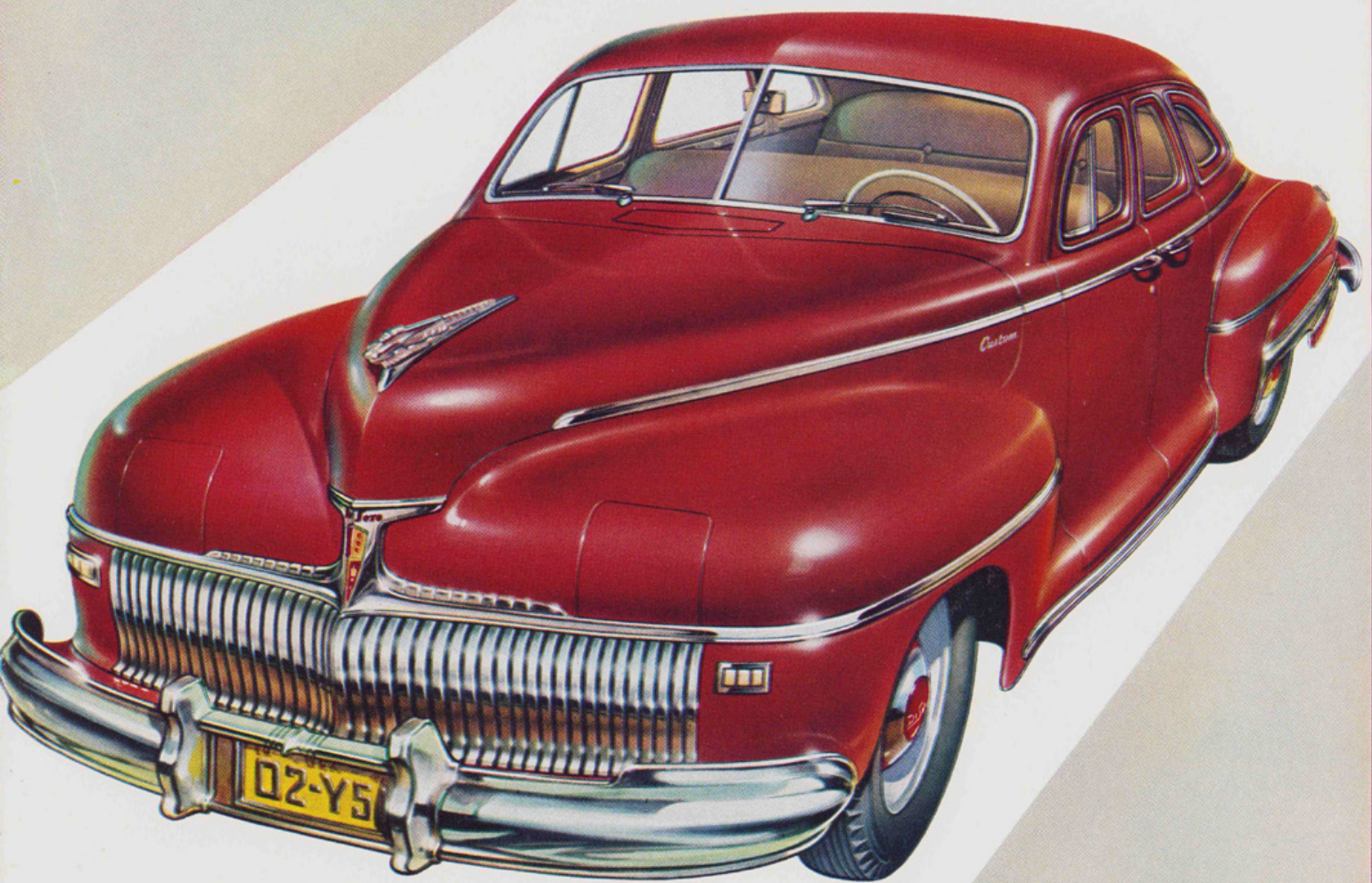


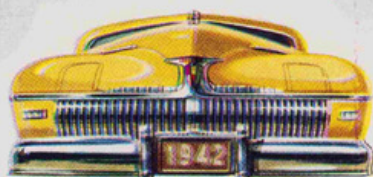
1942 De Soto



★ ★ ★ Chrysler Corporation's Style Leader

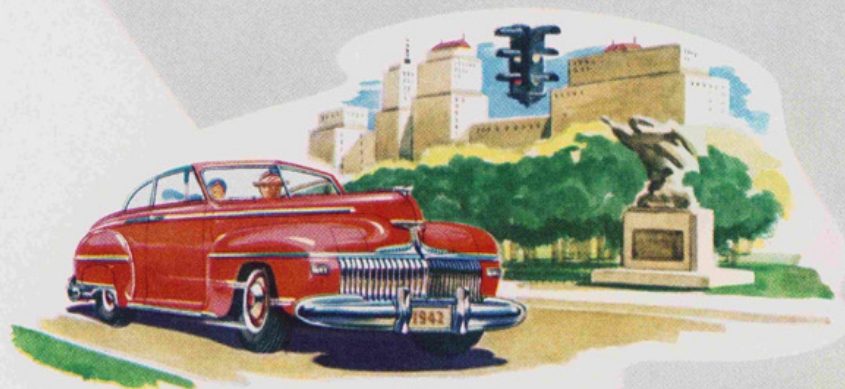
A Brilliant New Car

***That Sets a New Style Trend—a New
Performance Standard!***



- ★ **New De Soto Fluid Drive Performance**— No-shift driving ease that tops all previous “bests” is yours in the new De Soto with Fluid Drive and Simpli-Matic Transmission! You don’t have to shift or use the clutch for normal driving. You get smooth power-through-oil and extra pick-up without shifting that sets new standards of performance—even for De Soto!
- ★ **New Powermaster Engine**— Stepped up to 115 horsepower, the new *Powermaster* is the mightiest engine that ever powered a De Soto car. Many Chrysler Corporation engineering developments such as Floating Power Engine Mountings, Four-Ring Pistons, Superfinished parts make it one of the smoothest, most economical performers under any hood!
- ★ **New Personalized Interiors**— The new De Soto gives you the opportunity to express your taste as never before. For De Soto brings you such a galaxy of beautiful two-tone color harmonies that you may practically “create” the interior you want — can choose the “just right” fabrics and colors that will make your ideal car come true!
- ★ **Dozens of New Features**— From stylish new “Airfoil Lights” to sweeping rear bumper, the new De Soto is a parade of all the newest and finest features of the year! In design and engineering, no effort or idea has been spared to create a car so *advanced* in appearance and action that it will still lead in style and performance long after 1942 is history!

You Don't Have to Shift or Use the Clutch



FIFTEEN MINUTES behind the wheel of a new De Soto with Fluid Drive and Simpli-Matic Transmission will tell you the most vivid motoring story of 1942!

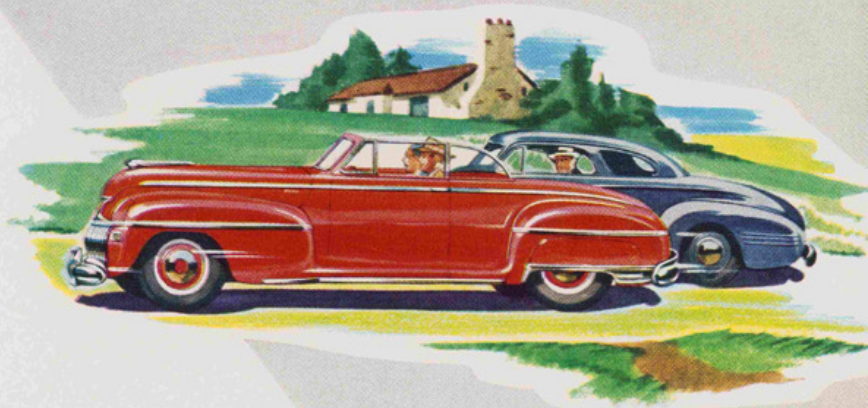
Here is no-shift driving that's almost *human* in the uncanny way it enables you to pick the right gear at the right moment, without manual shifting. You can start, stop, cruise all day, without touching gearshift lever or clutch for all normal driving. Fluid Drive is so smooth that it seems to put wings on your wheels . . . Simpli-Matic Transmission gives you brilliant extra pick-up whenever you need it!

115 HORSEPOWER At Your Command!

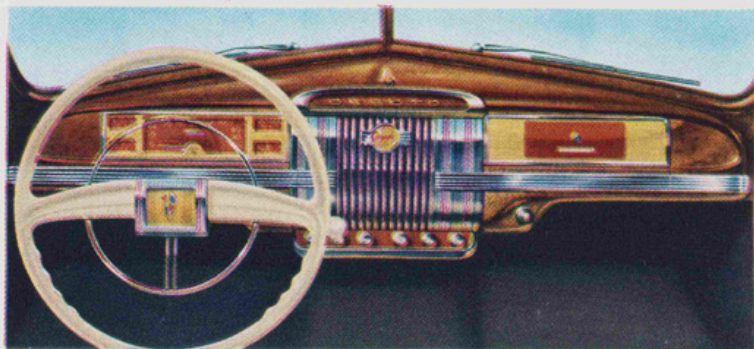


THIS YEAR, the greatest engine ever put under a De Soto hood puts 115 surging horsepower under your toe! It is truly a *Powermaster*.

This extra power-margin fairly *lifts* De Soto over the steepest hills . . . glides you down highways with velvet smoothness . . . shoots you ahead of the traffic pack like a fullback knifing through a third-string line. It's driving through a exciting best with all the performance, safety and economy that only *plus-power* gives.

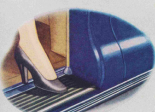


Fine Fittings—Fine Appointments

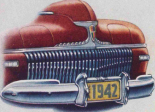


NO OTHER DE SOTO has ever offered such exquisitely detailed appointments as the new edition of this stunning big car. The new instrument panel is an example. Its finish is a dark, rich burl grain, accented with smart trim. Each speedometer numeral is clearly illuminated for the highest night visibility. A new map light, a new lighted ash tray and lighted glove compartment add convenience. "Airfoil Lights" and concealed running boards are among many other great features.

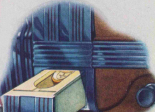
Smart, New Appearance Features



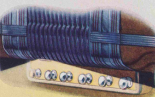
The smart new De Soto has running boards but they are smartly concealed by flare at base of doors!



Brilliant new bumper styling! Front and back, they're wider—more massive—have that "built-in" look!



Ashtray on instrument panel has a light that illuminates tray at night.



A new map light on the instrument panel stands ready to help you read addresses and directions at night.

You'll Find Your Next Car Among these Beautiful De Sotos

1942 De Soto *Custom*

FOR 1942, De Soto offers eight beautiful new Custom bodies which are the finest examples of Chrysler Corporation styling and engineering that De Soto has ever presented.

These stunning cars are available in a total of thirteen new solid and two-tone body colors—with your choice of many beautiful new *Personalized Interiors*. De Soto brings you features you'd expect to find only in the very highest-priced cars, while many features that would cost extra in other cars are standard on these beautiful Custom models.



←CUSTOM CONVERTIBLE CLUB COUPE: Style plus comfort for "air minded" motorists. Snug, power-operated top... wide rear compartment windows for better visibility, better wind protection.



CUSTOM CLUB COUPE:→ Here is six-passenger comfort with coupe snugness. A deep-cushioned full-width rear seat and rear quarter windows that go up and down.



←CUSTOM BROUGHAM: A stunning 2-door model with rear ventilating wings and folding arm rest for greater back seat luxury and comfort.



CUSTOM TOWN SEDAN:→ An event in De Soto coachcraft. Large chrome-framed ventilating wings in all door windows for draft-free comfort. Center arm rest in back seat.

←CUSTOM COUPE: It's as modern as an airliner, as jaunty as a dress parade! Uncrowded comfort for three, with a rear luggage locker "big as a house."

CUSTOM 7-PASSENGER SEDAN AND CUSTOM LIMOUSINE: Here's custom luxury on a special 139½-inch wheelbase. Fold-away auxiliary seats. Limousine has a separate compartment for chauffeur.

←CUSTOM FOUR-DOOR SEDAN: A brilliantly styled car throughout, with room for six six-footers and loads of luggage.



The Finest Cars in De Soto History—Styled to be the Leaders Not Just This Year but for Years to Come—Engineered to give you Every Modern Feature Now—Built for Long-Lasting Smartness and Long, Smooth Performance!

THIS YEAR, the finest line of De Soto De Luxe models ever built offers you a choice of six smart body styles in nine solid colors and four two-tone combinations.

Although lower in price than the more luxurious Custom types, the De Luxe models are mounted on the same rugged 121½-inch wheelbase chassis, are powered by the same new 115-horsepower *Powermaster* Engine. In every smart detail of design, finish and equipment, they are styled and appointed to reflect quality unique in their price field.



←DE LUXE 6-PASSENGER COUPE: Sedan-like comfort with coupe intimacy. Full-width rear seat. Ample head and leg room in the rear compartment.



DE LUXE FOUR-DOOR SEDAN: Offers advanced styling throughout with luxurious comfort for six. Doors are unusually wide at bottom for easy entrance and exit.



←DE LUXE TWO-DOOR SEDAN: It's another "Car of Extras"... in style, roominess, comfort and visibility for all.

DE LUXE TOWN SEDAN:→ Added to the De Luxe line this year in response to the popular demand. Note the rear ventilating windows; the door styling.

←DE LUXE BUSINESS COUPE: An ideal car for business and pleasure. Superb style at low cost. A comfortable traveler, with worlds of room for your luggage!

DE LUXE 7-PASSENGER SEDAN: A big, impressive car inside and out. Soft, comfortable auxiliary seats join snugly together when in use. It carries nine passengers comfortably.

1942 De Soto *De Luxe*



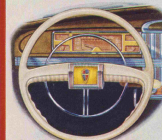
New Comfort, Convenience Features



De Soto's "Airfoil Lights" are protected in daytime by "steel eyelids."



When right hand doors are opened, interior automatically lights up.



New sure-grip steering wheel fits fingers like a friendly handshake.

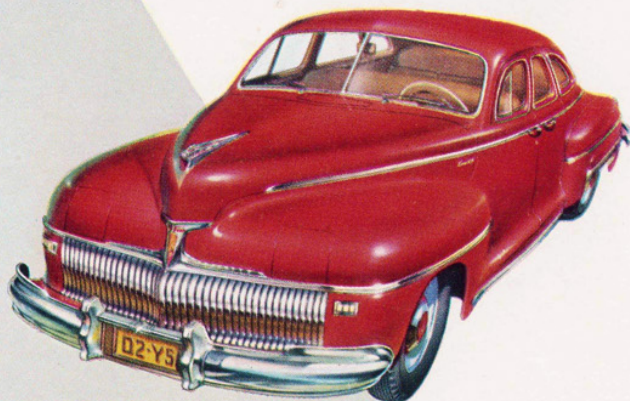


Radiator ornament is new streamlined symbol in chrome and plastic.

YOU'LL HAVE TO SEE these cars "in person"—drive one yourself—to fully appreciate the painstaking craftsmanship, the advanced design and engineering, the many new comfort and convenience features that have been built into them. You'll find "your next car"—the car that meets today's and tomorrow's needs best—in this brilliant group of De Sotos! Ride in a new De Soto today! All De Soto prices and specifications are subject to change without notice.

De Soto

FOR 1942



**OFFERS FLUID DRIVE AND
SIMPLI-MATIC TRANSMISSION**